Worksheet 1.31: My Individual Customer Profile (NxLevel, 2000)

	Customer A	Customer B
Product:		
Geographic Characteristics		
Counties customer lives in		
Counties customer works in		
Miles from your farm		
Zip Codes		
Population of identified counties		
Demographic Characteristics		
Gender *(male, female)*		
Age *(0-4), (5-18), (19-24), (24-34), (35-59), (60 and over)*		
Income Level		
Occupation		
Family Status *(single, married, separated, widowed, divorced)*		
Children		
Education Level		
Race		
Ethnic Culture		
Religion *(Atheist, Jewish, Catholic, Baptist, Muslim, Hindu, etc)*		
Psychographic Characteristics		
Where do they prefer to shop? *(Farmers market, grocery store)*		
When do they prefer to shop? *(Morning, evening, weekends, specific day of the week, celebratory days)*		
Why do they buy products? *(Customer motivations, for example health, prestige, convenience, etc.)*		
How do they prefer to shop? *(web, email, phone, in-person)*		
How do they spend leisure time?		
What are their hobbies?		
Customer Expectations		
What do customers expect from your product or service?		
How can you exceed customer's product expectations?		

Reference

NxLevel. (2000). *Tilling the soil of opportunity…NxLevel guide for agricultural entrepreneurs*. Denver, CO: NxLevel Education Foundation.